

## AMENDMENTS TO THE CLAIMS

The following listing of claims will replace all prior versions, and listings, of claims in the application.

### Listing of Claims:

1. (Currently Amended) A method configured to control advertising messages directed at a user comprising:
  - setting a filter to control advertisements directed at a user, wherein said filter includes user-established settings for rewards thresholds;
  - receiving advertisements, based on the filter user-established settings for rewards thresholds, at the user's personal device;
  - accepting the advertisements at the user's personal device; and
  - providing the user with rewards for accepting the advertisements.
2. (Currently Amended) A method configured to control advertisement messages directed at a user of a search engine comprising:
  - permitting a user to login to an internet service;
  - creating a user profile containing filter criteria, wherein said filter criteria include user-established settings for rewards thresholds;
  - reading the filter criteria, including the user-established settings for rewards thresholds, from the user's profile;
  - providing third party advertisements to the user based on the filter criteria and the user-established settings for rewards thresholds;
  - determining if the user reviewed the third party's advertisement message; and
  - providing the user with a reward consistent with the user-established settings for rewards thresholds if the user reviewed the third party's advertisement message.
3. (Original) The method of claim 2 wherein a user profile is created by a registered user.
4. (Original) The method of claim 2 wherein the filter criteria from a user profile comprises demographic profile information about the user provided by the user.

5. (Original) The method of claim 4 wherein the demographic profile information comprises static attributes.
6. (Previously Presented) The method of claim 5 wherein the static attributes comprise gender, income, profession, and family status.
7. (Original) The method of claim 4 wherein the demographic profile information comprises dynamic attributes.
8. (Previously Presented) The method of claim 7 wherein the dynamic attributes comprise the user's location, local time, and local weather.
9. (Previously Presented) The method of claim 7 wherein the dynamic attributes comprise whether the user is on work or personal time.
10. (Previously Presented) The method of claim 2 wherein the filter criteria from the user profile comprise subjects of interest to the user.
11. (Original) The method of claim 10 wherein the subjects of interest are selected by the user from a list.
12. (Original) The method of claim 10 wherein the subjects of interest are entered directly by the user.
13. (Cancelled)
14. (Previously Presented) The method of claim 2 wherein the reward threshold comprises a minimum level of compensation necessary for the user to accept the third party's advertisement message.
15. (Original) The method of claim 14 wherein the compensation is cash.
16. (Original) The method of claim 14 wherein the compensation is tokens redeemable for goods or services.

17. (Previously Presented) The method of claim 14 wherein the reward threshold is adjustable by the user for different media in which the message is delivered.

18. (Original) The method of claim 17 wherein different media comprises plain text, recorded voice, live voice, graphics, streaming video, and live video.

19. (Previously Presented) The method of claim 2 wherein the reward threshold is adjustable by the user based on the length of the message.

20. (Previously Presented) The method of claim 2 wherein the reward threshold is adjustable by the user based on the personal device receiving the messages.

21. (Original) The method of claim 20 wherein the personal device comprises a home computer, a pager, a PDA, and telephone.

22. (Previously Presented) The method of claim 2 wherein the filter criteria from the user comprises the time of day acceptable for sending messages to the user.

23. (Previously Presented) The method of claim 2 wherein the filter criteria from the user comprises allowing the user to provide the maximum number of messages allowed to be sent to said user within a designated time frame.

24. (Original) The method of claim 23 wherein the designated time frame comprises one day.

25. (Original) The method of claim 23 wherein the designated time frame comprises one week.

26. (Original) The method of claim 2 wherein the third party comprises a merchant.

27. (Original) The method of claim 2 wherein sending a message to the user based on the filter criteria comprises determining what messages to send to the user.

28. (Original) The method of claim 2 wherein sending a message to the user based on the filter criteria comprises determining when to send messages to the user.

29. (Original) The method of claim 2 wherein sending a message to the user based on the filter criteria comprises determining the frequency acceptable to the user for receiving messages.
30. (Original) The method of claim 2 wherein sending a message to the user comprises sending a plurality of messages to the user.
31. (Original) The method of claim 2 wherein sending a message to the user comprises providing the user with a list of links in response to the user's search criteria where the links to sites offering the highest reward value will be listed first in the search results.
32. (Original) The method of claim 2 wherein determining if the user accepted the third party's advertisement message comprises determining if the third party's advertisement message was displayed on the user's screen.
33. (Original) The method of claim 2 wherein determining if the user accepted the third party's advertisement message comprises determining if the third party's advertisement message was read by the user.
34. (Original) The method of claim 2 wherein determining if the user accepted the third party's advertisement message comprises determining if the user visited a third party's site.
35. (Currently Amended) A method wherein a third party selects users of a search engine to receive said third party's messages comprising:
- retrieving user profiles, wherein said profiles include user-established settings for rewards thresholds;
  - comparing user profiles with criteria defined by the third party; and
  - sending messages to users matching the third party's criteria.
36. (Previously Presented) The method of claim 35 wherein said user profiles comprise a record of information for a specific user.

37. (Previously Presented) The method of claim 36 wherein the information comprises demographic profile information about said specific user, wherein said information is provided by said specific user.

38. (Previously Presented) The method of claim 36 wherein the information comprises subjects of interest to said specific user.

39. (Cancelled)

40. (Previously Presented) The method of claim 36 wherein the information comprises a time of day acceptable for sending messages to said specific user.

41. (Previously Presented) The method of claim 36 wherein the information comprises a maximum number of messages within a designated time frame which said specific user will accept from a merchant.

42. (Original) The method of claim 35 wherein the messages comprise advertising messages.

43. (Original) The method of claim 35 wherein the third party is a merchant.

44 - 88. (Cancelled)